MOST PROMISING MINORITY STUDENTS

ACADEMIC PROFILE & EMPLOYMENT SURVEY TOPLINE RESULTS 2011

by Jami Fullerton, Ph.D., Oklahoma State University
  Alice Kendrick, Ph.D., Southern Methodist University
51 students who participated in the AAF Most Promising Minority Students program in New York City, February 1–3, 2011, completed an onsite questionnaire regarding their employment preferences. Below is a summary of results.

- Of the 51 respondents, 37 were Most Promising Finalists and 14 were on the Honor Roll.
- 96% (49) were members of an AAF Student Chapter.
- 31% (16) were working on the National Student Advertising Competition.
- 86% (44) were advertising majors.
- 84% (43) were female and 8 (16%) were male.
- Ages ranged from 20–28 years, with a mean age of 22.1 years.
- In terms of race/ethnicity the students reported as follows: Asian Americans (35.3%), African Americans (25.5%), Hispanic (35.3%), Native Americans (5.88%) and Hawaiian/Pacific Islanders (5.88%). Four students indicated “other” race, most of whom wrote in “multiracial” but did not indicate which races/ethnicities. Four students checked more than one race and were therefore counted in more than one category causing the percentages to add up to more than 100%.
- Students said that before coming to New York, they knew, on average, 10 ad professionals well, including three to four minority professionals. Additionally, they knew, but less “well”, nine advertising professionals, of whom 1 to 2 were minorities. 49% (25) said that they had advertising career mentors.
- 29% said they made the decision to study advertising in high school; 29% decided in their freshman year of college; 25% decided on advertising in their sophomore year of college; 10% decided in their junior year of college; 4% decided in their 4th year of college. One student decided before high school.
- Among advertising majors, the most important sources of information in the decision to study advertising were ads in the media (43.2%), college professors (27.2%), aptitude tests (25%), college advisors (22.7%), depictions of advertising careers in TV or movies (22.7%), and advertising professionals (20.5%).
- 88% of respondents planned to work in advertising/marketing after graduation. 6% planned to go on to graduate school; 4% were unsure.
- The most popular markets in which to work were New York and Los Angeles (at 70.5% each), Chicago (64.7%), San Francisco (60.8%), Dallas (41.1%), Boston (35.3%), Houston (33.3%), and Washington DC (31.4%).
- The five most desired types of companies for entry level jobs were general market ad agencies (84.3%), client companies (64.7%), digital advertising agencies (56.9%), minority/multicultural ad agencies (50.9%, percentage grew compared with last year), and production companies (31.5%).
• Desired types of jobs were advertising account executive/account management (64.7%), marketing (41.2%), research/account planning (39.2%), media planning (31.4%), art director (23.5%), and copywriter (23.5%).

• **51% had not yet applied for jobs.** 31.4% had applied but had not received offers. 11.8% (6 students) had received offers that they had not yet accepted. 4% (2 students) had received and accepted offers.

• Average expected starting salary was $33,670 (vs. $33,550 in 2010). Average expected salary after five years was $60,200 (vs. $59,550 in 2010).